

Message Text

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 TRSE-00 STR-04 CIAE-00 INR-10

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R 240240Z MAY 74

FM AMEMBASSY BANGKOK

TO AMEMBASSY SINGAPORE

INFO SECSTATE WASHDC 3566

USDOC WASHDC

AMEMBASSY JAKARTA

UNCLAS BANGKOK 8450

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: UNCTAD/GATT SEMINAR ON PLANNING AND DIRECTION OF TRADE
FAIRS AND EXHIBITIONS - BANGKOK, JULY 8-14, 1974

SINGAPORE FOR TRADE CENTER DIRECTOR

1. MR. A.H.R. DELENS, I.T.C., UNCTAD/GATT, ASEAN SUB-REGIONAL EXPORT TRAINING PROJECT, C/O UNDP, POST BOX 2338, JAKARTA AND HIS COMMITTEE CALLED ON EMBOFF 5/22/74 AND INVITED USG PARTICIPATION IN TRADE FAIR PORTION OF EXPORT PROMOTION TRAINING PROGRAM IN BANGKOK, JULY 8-14. GOVT. EMPLOYEES WITH GOOD ENGLISH CAPABILITY WILL BE SELECTED FROM ASEAN MEMBER COUNTRIES FOR TRAINING IN PROMOTION OF THEIR COUNTRIES' EXPORTS. MR. DELENS INFORMED EMBOFF OTHER EMBASSIES IN THAILAND ARE PARTICIPATING.

2. SPECIFIC SUBJECT, DATES AND TIMES FOR WHICH USG PARTICIPATION IS INVITED ARE AS FOLLOWS:

TUESDAY, JULY 9

1100-1230 SURVEY OF TYPES OF FAIRS AND EXHIBITIONS AND
PROCEDURE FOR SELECTION

WEDNESDAY, JULY 10

0900-1030 PARTICIPATION AND PRE-FAIR ACTIVITIES. APPLICATION,
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ALLOCATION OF SPACE AND PREPARATION

1100-1230 PRODUCT SELECTION AND ADAPTATION.

BUDGETING AND PUBLICITY

1400-1530 IMPLEMENTATION, PAVILION AND DISPLAY SET UP

1600-1730 STAFFING. BRIEFING ON ASSIGNMENTS AND
RESPONSIBILITIES

EMBASSY IS INFORMED THE USE OF FILMS OR SLIDES IN PRESENTATIONS
IS ENCOURAGED. PRESENTATIONS WILL BE FOLLOWED BY QUESTION AND
ANSWER DISCUSSIONS.

3. SINCE THIS ACTIVITY IS REGIONAL IN NATURE AND SIMILAR
PROGRAMS WILL BE HELD IN FUTURE IN SINGAPORE, MANILA, JAKARTA
AND KUALA LUMPUR, EMBASSY SUGGESTS SINGAPORE U.S. REGIONAL
TRADE CENTER DIRECTOR PARTICIPATION OR, IF BIC/OIM
REPRESENTATIVE WILL BE IN AREA TO DISCUSS THAILAND'S COUNTRY
COMMERCIAL PROGRAM FOR FY 75 DURING SAME TIME FRAME, HE MAY
WISH TO COORDINATE HIS VISIT WITH THE SUBJECT SEMINAR.

4. EMBASSY WOULD APPRECIATE SINGAPORE/USDOC EARLY INDICATION
OF INTEREST IN SEMINAR PARTICIPATION SO THAT MR. DELENS CAN BE
INFORMED.

MASTERS

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